

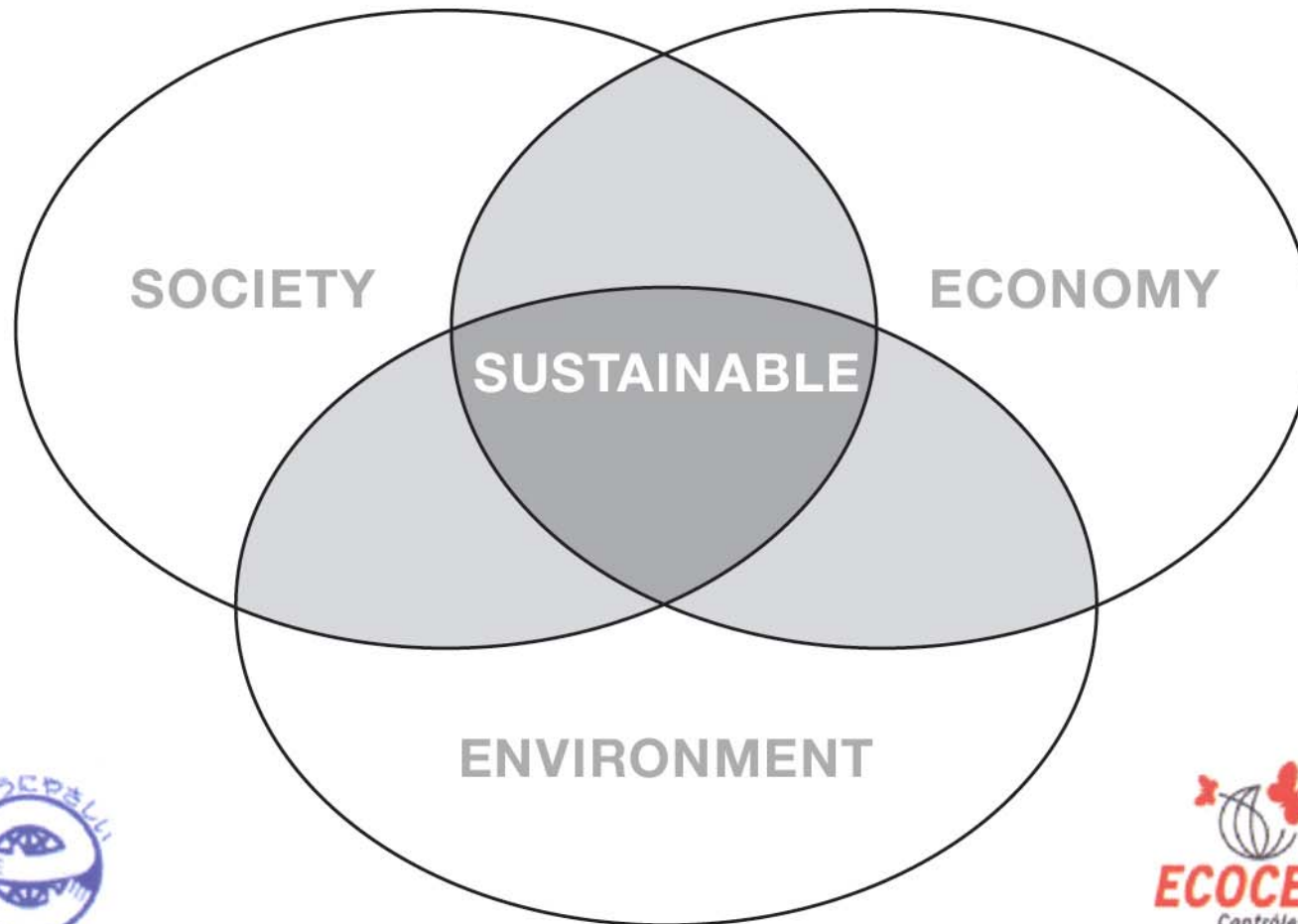


# Sustainability in Retail. The Store Event.

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**Sustainable trends by  
PeclersParis**  
...fashioning the future

**Avoid common misconceptions**  
**Focus on industrial solutions**  
**Bet on desirable sustainability**



From recycling to **upcycling** and from waste craft to **waste business**

From institutional ideology to **collaborative** and **pragmatic sustainability**

From ethical radicalism to **lazy green**

From pessimistic degrowth to **powerful sustainability** and **bioperformance**

From fussy, hyper-mediatic, ostentatious sustainability to **whispering communication** and **desirable neo-simplicity**

From recycling to **upcycling**  
and from waste craft to **waste business**



## Remaking the Way We Make Things

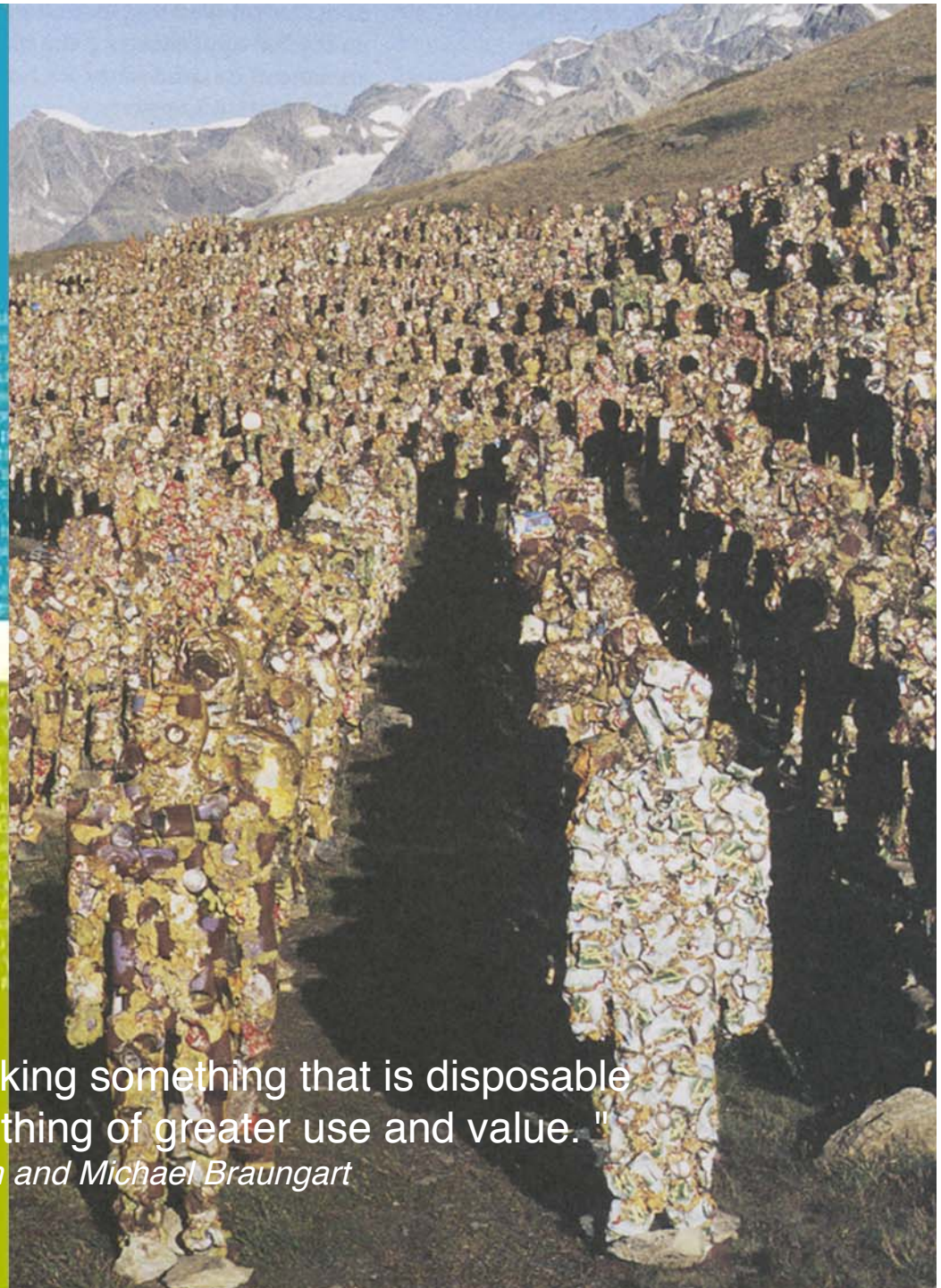
concept that goes hand in hand with the notion of a technical nutrient: the concept of a **product of service**. In this model, products contribute to a circular economy—cars, televisions, cameras, computers, and refrigerators, for example, would be designed to be returned to the manufacturer for a defined user period—say, ten thousand hours of use. After this period, the product or one of its components would be upgraded to a newer version. The manufacturer would then use the old product as food for its products. The owners would receive the services they need, and the manufacturer would retain ownership of the materials and processes. In order for such a system to be **upcycled** rather than recycled—to retain high quality in a closed-loop system of by “consumers,” a product like a computer case, for example, will continually circulate as a sturdy plastic component; these products will be made of high-quality materials, like a car part or a medical device—instead of being downcycled into products like toys and flowerpots. A technical nutrient is a material that is designed to go on and on, like a nutrient in a biological system, but we will not own it. Instead, we will be the steward of it. In this model, we will be the steward of the materials that we use, and we will be responsible for their return to the system. They need for us to be a material that can be recycled.

# cradle + cradle

William McDonough & Michael Braungart

"Upcycling is the practice of taking something that is disposable and transforming it into something of greater use and value."

*William McDonough and Michael Braungart*



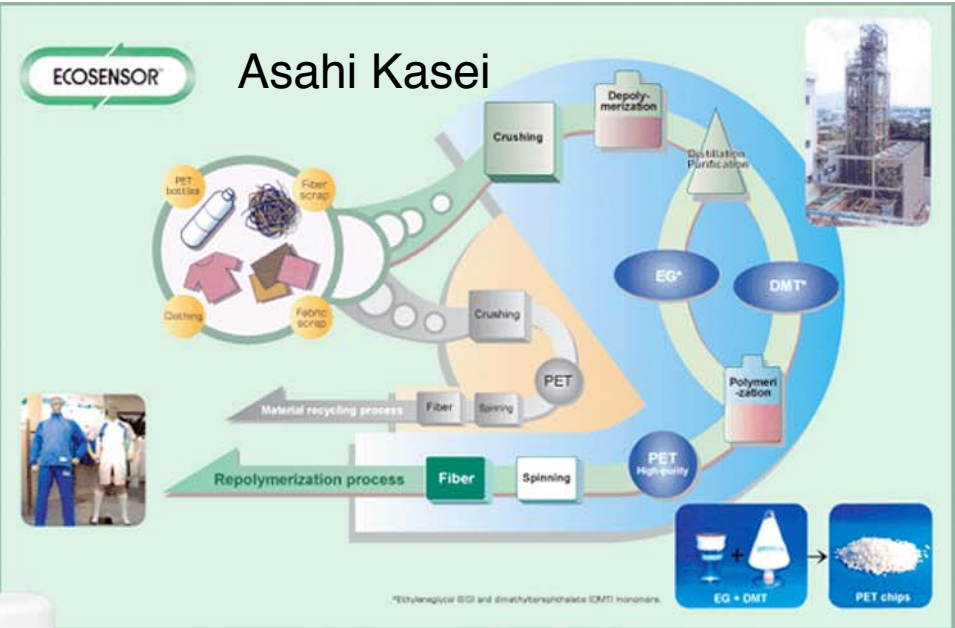




Freitag



Bond N°9



Nokia Remade



From institutionnal ideology to collaborative  
and pragmatic sustainability



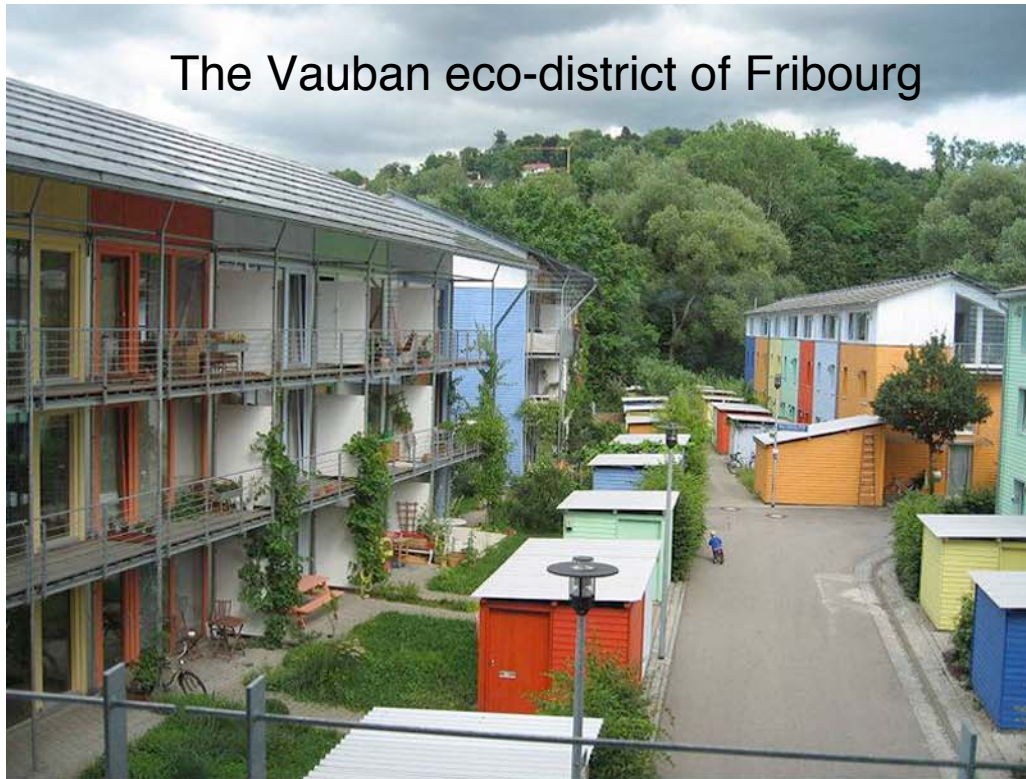


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# The Vauban eco-district of Fribourg



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COLLECTIVE wellbeing

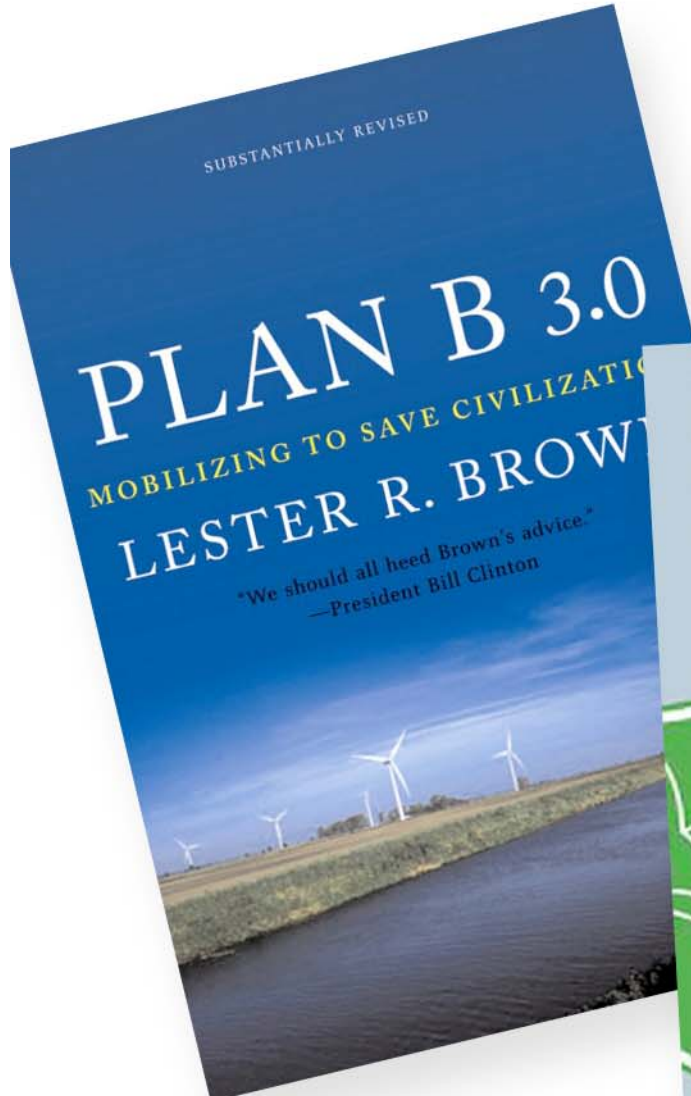
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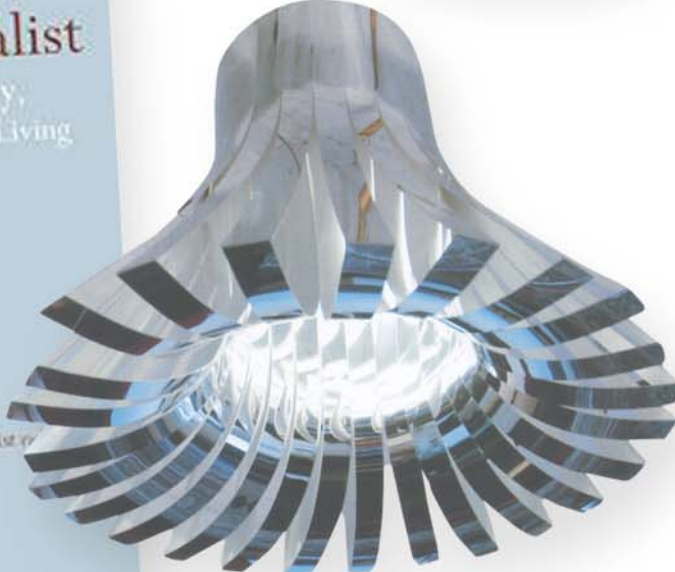
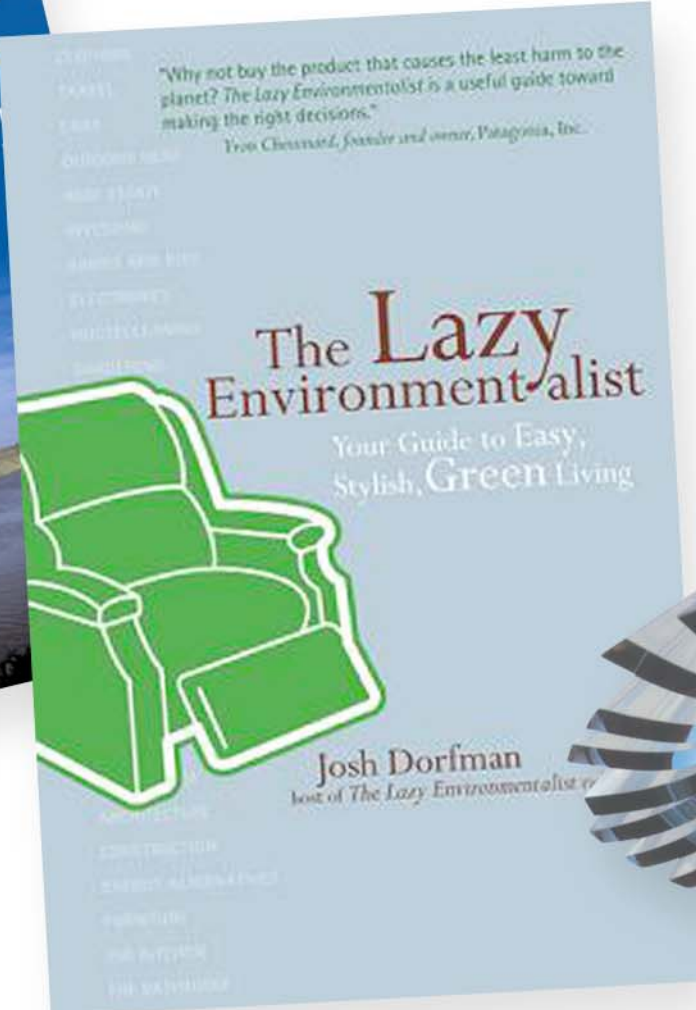
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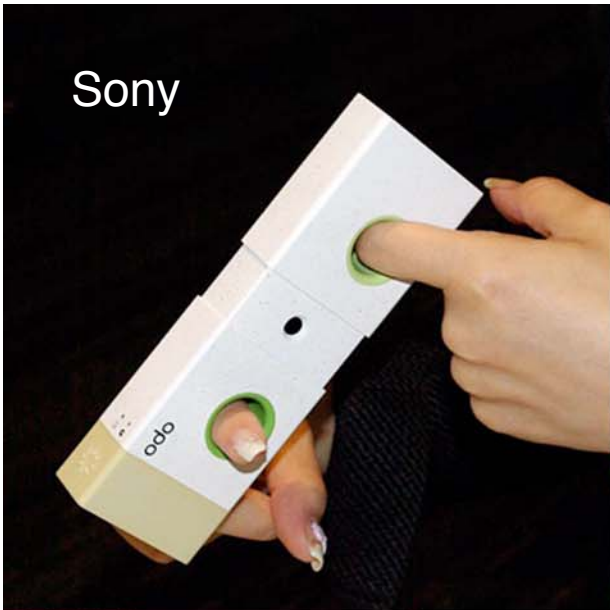
From ethical radicalism to **lazy green**



Flower Suspension by Static !







Sony



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WHOLE GARMENT IS BIODEGRADABLE

DuPont Apexa



CARGO



Self-sorting recycling bins, Seoul Metro

From pessimistic degrowth  
to **powerful sustainability**  
and **bioperformance**

# AVEDA

The art and science of pure flower and plant essences

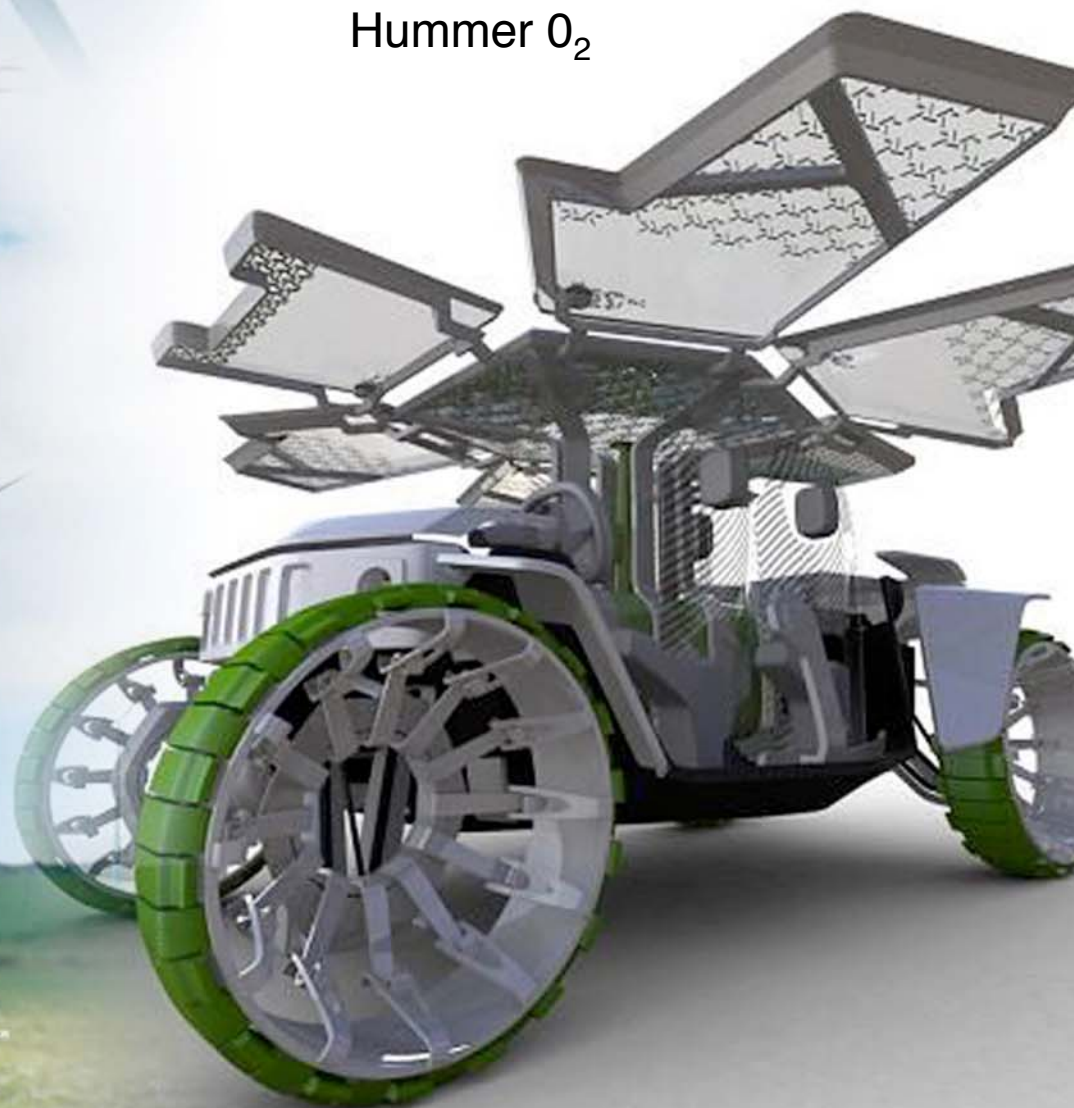
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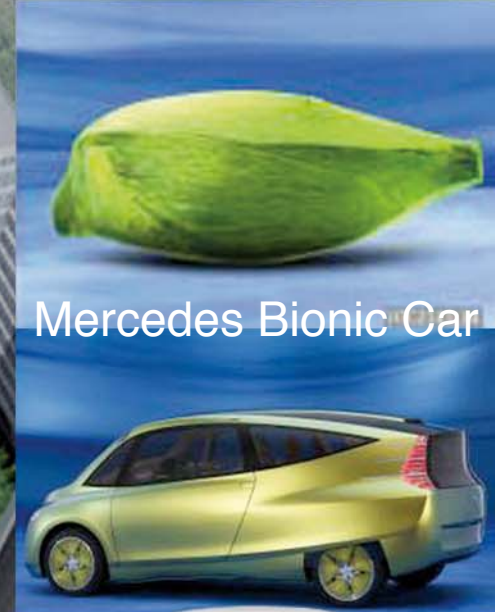
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From fussy, hyper-mediatic,  
ostentatious sustainability to  
**whispering communication** and  
**desirable neo-simplicity**

1. Slow objects are unique or limited editions, most often handmade.
2. Using recyclable or recycled materials.
3. Using materials that further sustainable development.
4. Using traditional techniques.
5. Simple to make.

[www.slowdesign.org](http://www.slowdesign.org)



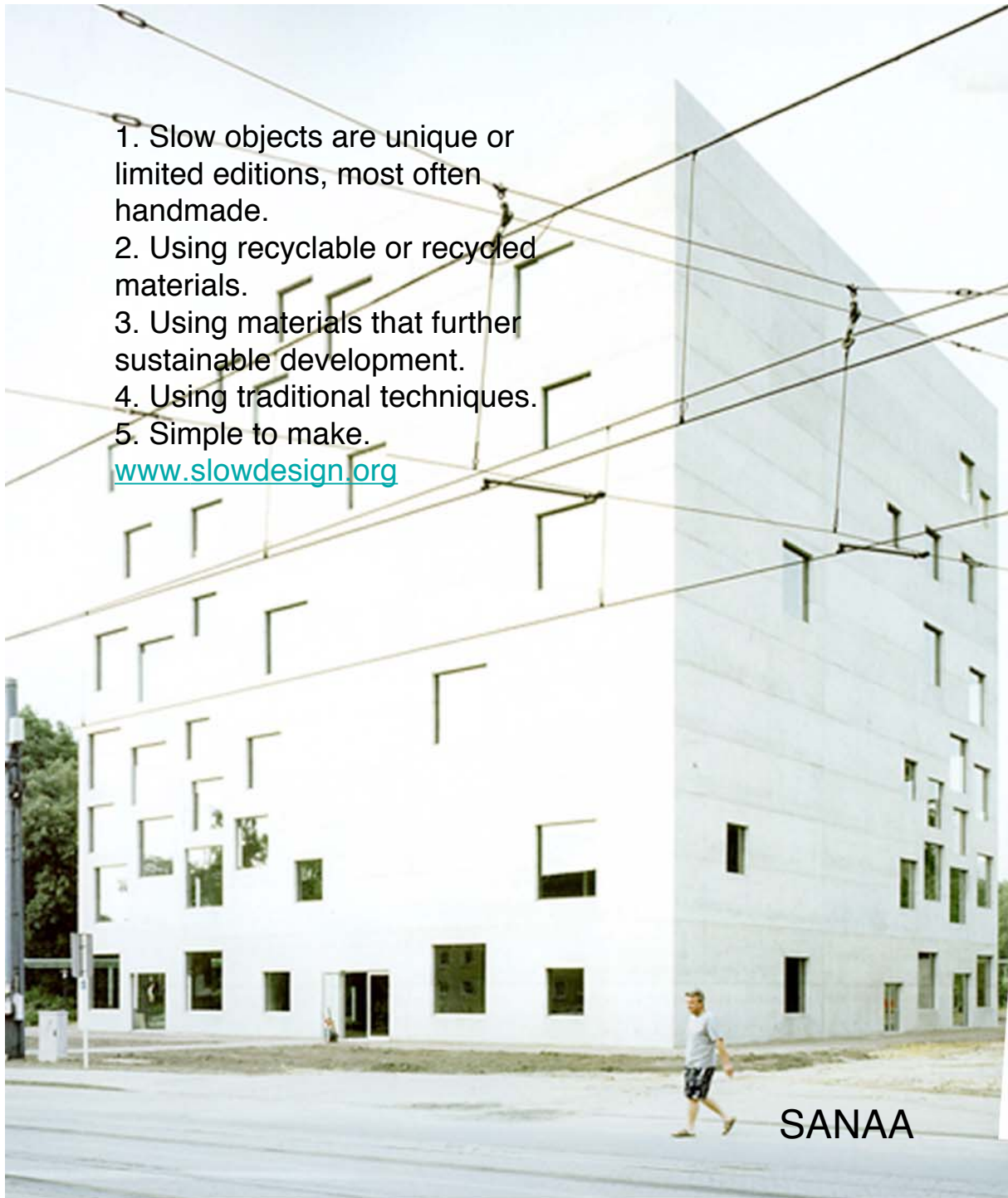
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